

**To:** Darwin, Henry[darwin.henry@epa.gov]  
**From:** McIlwain, Serena  
**Sent:** Thur 1/4/2018 5:58:17 PM  
**Subject:** Did You Know.....

Henry, Click the video below and then read the rest of my email below..... Here's an example of a "did you know" video that we could tailor to EPA:

<https://www.youtube.com/watch?v=u06BXgWbGvA>

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For example, we could say "Did you know that the average time to issue a permit is \_\_\_\_\_; and then, we could talk about the impact of not getting permits out timely, such as "that's 300 hundred buildings that would have been completed, impacting \_\_\_\_\_ environmentally". Of course I am making that up, but you get the idea. Here are more examples for our "DID you know" facts – we could make them Cause and Effect, in terms of their impact on the environment.....

1. XYZ number of people visit EPA's website yearly;
2. We cleaned XYZ watersheds in 2010 and ZYZ in 2017;
3. 400 permits are submitted yearly, which equates to \_\_\_\_\_ environmental impacts;
4. It takes \_\_\_\_\_ to get a contract awarded (YZZ is the average in all Federal agencies);
5. We could add something about "cleanup sites: Brownfields; etc."
6. More facts about EPA.....
7. We could have Budget facts; We could add FTE facts; we can add whatever you think is appropriate.
8. Sexual harassment claims increased from \_\_\_\_ to \_\_\_\_ in the last 5 years; or average time to process is \_\_\_\_\_.
9. EPA receives \_\_\_\_\_ FOIA requests yearly;
10. FOIA...did you know we increased our FOIA completion rate to \_\_\_\_\_ in 2016 (positive);
11. ....we could put an alarming fact "Our FOIA backlog is \_\_\_\_\_ - the average is government-wide is \_\_\_\_\_".
12. Did you know devote \_\_\_\_\_ resources to Clean Air (or water, or land, or....)

After we play the "video", it could Segway into a meaningful discussion.

ALSO, we could break up of the conference with other appropriate “thought provoking” videos, such as something like this: <https://www.youtube.com/watch?v=ystdF6jN7hc>

Here’s one that you may like (**the 4 disciplines of execution**):  
<https://www.youtube.com/watch?v=2HKn49r3-Ko>

Of course, we could get someone to do this for us – ensuring it is appropriate to your message.

These are just thoughts to consider.

## **Serena A McIlwain**

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Ex. 6 - Personal Privacy Cell